



Case Study

Home improvement chain
in the Republic of Panama

Intelligent Solution for Retail Management

Spring 2022

Michael Cohen / CEO

When did you start using Quant?

We started the first implementation in the middle of 2020.

Do you remember your expectations from that time?

We had modest expectations. We made other attempts to plan our stores, so we know how challenging and long this process can be, especially in our business model where the assortment is constantly changing.

Our main goal is to make it easier for customers to shop in the store and present a more organized category solution.

What was your main motivation to look for a category management, planogramming and space planning system?

Due to the fact that we have many items and different product categories, our stores tend to look disorganized and they are somewhat difficult to shop in. We needed a tool to help us communicate to our 26 stores where and how to present our product assortment to maximize the shopping experience of our customers.

- Founded in 1990
- 26 home improvement centers
- 3 000 m² average store size
- 25 000 products in the database



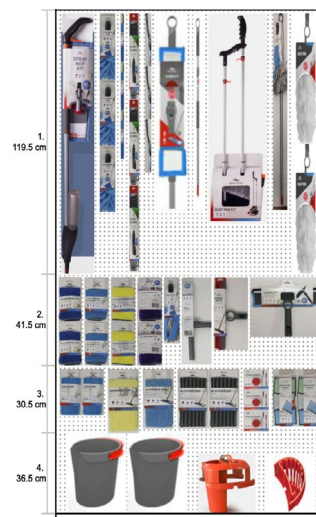
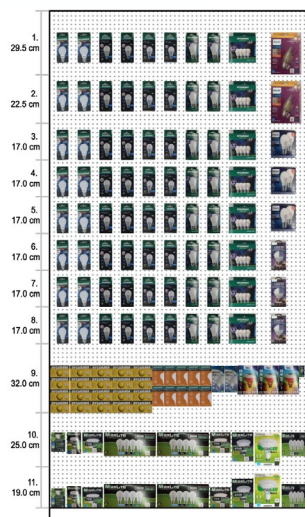
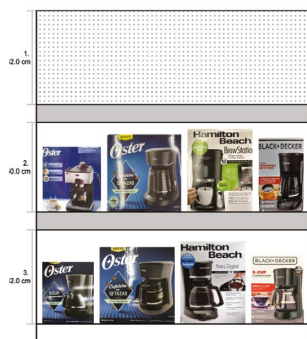
What were the worst obstacles? How did you succeed in overcoming them?

The hardest part, as with most projects, is getting the right people on the team. This is not a common task in Panama; therefore, there is very little experience which makes it difficult to hire the right members for the implementation team.

We have had a significant turnover in the planogram team and we continue to do so; however, the implementation has moved forward. I believe one of the strengths of Quant is that it is very easy to track and its linear project management allows one team member to pick up where another left off.

How was the implementation of the system and what were the first benefits?

The implementation was challenging, especially due to the fact that it took place during pandemic lockdowns. The first benefit was that it forced us to re-evaluate the assortment, find duplicity, discontinue unproductive items, all in the process of data collection so that we could implement Quant.



How do you upload data to Quant? Have you managed to set up automatic data transfers between Quant and your ERP?

Product information is automatically loaded on a daily basis from our SQL server. With the exception of measurements and images which are loaded via Quant Web.

How has Quant Web proven itself to you as a tool for publishing planograms and communicating with stores?

Since we have more than 25 stores, Quant Web was one of the main benefits of the implementation as it allows us to have a simple but very efficient connection with each store. During the implementation process, we discovered how productive this communication channel can be and at that point we decided to proceed with the implementation of shelf labels for all stores.

What are your favourite reports and analyzes?

We do not currently use many of the reports as we are still in the process of planogram generation. Moreover, we believe it will take us until at least 2023 to take the next step beyond basic store planograms.

➤ In 2021 you started to use Shelf Label Management in Quant. Can you describe how you managed the shelf labels up to that point and what was the main reason for deploying shelf labels from Quant?

Up to 2021, we used two shelf label tools. The first was a basic ERP barcode generator which we used for shelf and hook stickers. The second was for all our promotional and more descriptive shelf labels which we generated manually using Word and we printed them individually on pre-cut forms. We decided to implement Quant Shelf Label Management because our existing barcode stickers were very limited in the information we could include and the promotional labels were very time and labor intensive. Besides, we had little control over what the stores printed.

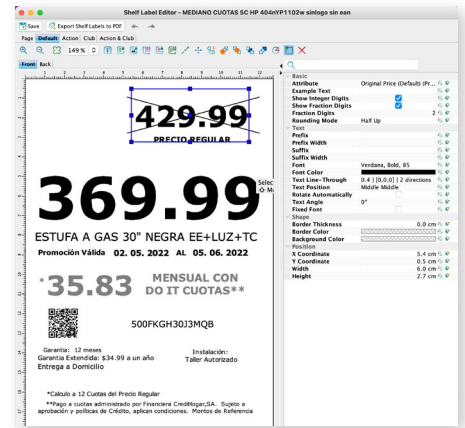
➤ Can you describe results of Shelf Label Management implementation?

Although it was not the original goal, Shelf Label Management has been the biggest success in our Quant implementation up to now. We now have a more organized process for price changes and a much better record of implementation in the stores.

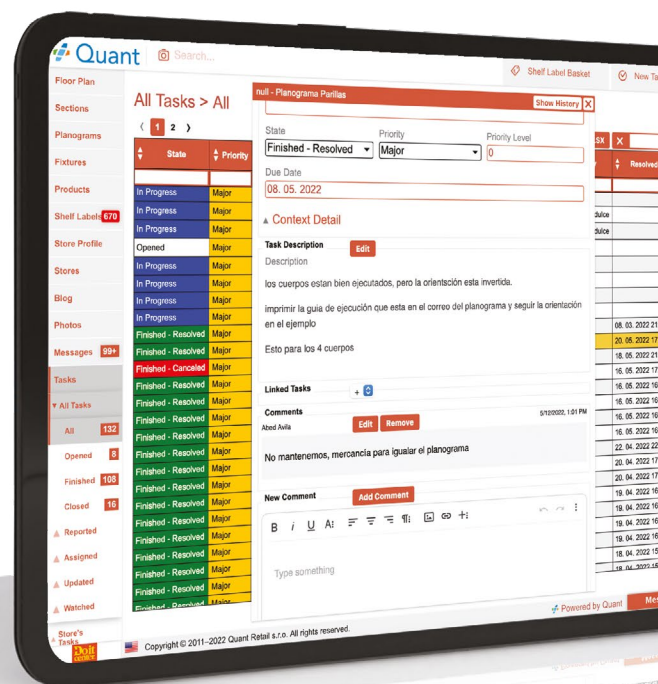
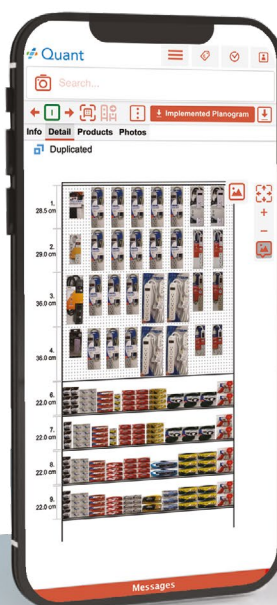
Furthermore, our labels are much more informative and they help improve the customer shopping experience, including features such as price expiration dates, QR codes, etc.

➤ At the beginning of 2022, you started testing Quant Task Management. Can you describe the main reasons that led you to start searching for a task management system? What do you think are the main benefits of integrated Quant Task Management over other systems that offer standalone solution for task management?

After having such success with shelf label management, we saw great potential of Quant as a communication platform with stores. Quant Task Management was a natural evolution for us because as more solutions are integrated into the Quant portal at the store level, we believe it is more efficient and and effective for stores to work with one channel. Task management also allows the rest of the organization to get two-way feedback and it has served as an integration tool to connect the organization to the store floors and back.



“Shelf Label Management has been the biggest success in our Quant implementation up to now.”





Can you describe the main benefits of using Quant?

The main benefit for us was the visibility. It has allowed us to better communicate with the stores the experience we expect our customers to have.

How would you rate the quality of the support?

The level of support and flexibility of the Quant Retail team was key to the success of our implementation. The process of implementing planograms is very challenging, time consuming and not very standardized. Every retailer has to adapt and so does the tool. I believe Quant Retail does a great job of guiding its customers through this journey.

What are the main results of the project so far and what are your future plans and targets in area of space planning and category management?

The most notable result has been the complete implementation of Shelf Label Management. We are still far from completing our planogram implementation; however, the process is now well defined and in production which we believe to be the biggest challenge. Our plan is to continue to improve our planogram deployment and we are now starting to work with vendors to implement brand-specific planograms at the store level.

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Interested in a presentation?

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